ExportGA

About the Program
- Three workshop seminar for companies wanting to compete in the global marketplace
- Since 1999, has helped over 150 companies sell in excess of $40 million internationally

Program Structure
- Representatives from UGA’s Small Business Development Center will host two sessions on campus early in Spring 2016 semester to prepare students for subsequent workshops
- Companies send representative(s) to three workshops throughout the spring
- Export-ready participants work during and between workshops on a variety of issues
- Trade experts provided by U.S. Department of Commerce, Georgia Department of Economic Development, and UGA

Student’s Role
- Student intern is an integral part of consulting team
- Provides research support to help identify:
  - Target markets
  - Potential customers
  - Competition
  - Product standards and regulations
- Requirements
  - Mandatory presence at two training sessions prior to workshops
  - Mandatory presence at three workshops throughout March and April
  - 15 page final paper for INTB 4800 credit

Agenda
- Breakfast and lunch included, travel costs reimbursed. You will need to arrange your own transportation to the workshops
- There will be two mandatory evening sessions in Athens prior to the first March 29th workshop
  - These are intended to serve as training sessions on skills necessary to working with companies enrolled in the program
  - Tentatively scheduled for February 4 and March 4
- Session 1: Friday March 25, 8:30AM – 2:30AM
  - Researching/Identifying Best Potential Markets
  - International Marketing Strategies
  - Finding International Partners and Qualifying Them
  - Lessons Learned from an Experienced Exporter
• Session 2: Friday, April 15, 8:30AM – 2:30PM
  o Meeting International Standards
  o Understanding Free Trade Agreements
  o Logistics: Understanding Incoterms and their Impact
  o International Costing & Pricing
  o Preparing International Quotations
  o International Payment Terms and Risk Mitigation

• Session 3: Friday, April 29, 8:30AM – 2:30PM
  o Website Design for a Global Marketplace
  o Legal Considerations for Exporting
  o Export Compliance
  o Optimizing International Trade Shows
  o Financing International Transaction
  o Duty Drawback

**INTB4800 Requirements**

- Application process
- If selected, must register for INTB4800 during the spring internship semester
- Supervisor evaluation
- 15 page paper due before the last day of classes

**FAQs**

- How is the work for the internship done?
  o Other than the mandatory campus sessions and workshops, work can be performed remotely from Athens, allowing for regular coursework
- How are students paired with companies?
  o Students in the program serve as a pool of knowledge to serve the companies on various projects and assignments. This allows the number of students accepted to the program to be flexible.
  o Specific time expectations vary from company to company. However, as a valuable member of the consulting team the student is expected to work between workshops on given assignments and tasks.

**Contacts**

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